

ABSTRACT OF THE INVENTION

SYSTEM AND METHOD FOR DATA DISTRIBUTION NETWORK

- 5 Methods and systems for broadcasting data over a television signal spectrum. A network center receives rich media content elements from content providers. The network center aggregates and bundles the content elements and transmits a bundled content element to a wide network delivery system. The wide network delivery system in turn transfers the bundled content elements to a local broadcasting station associated with
- 10 a local market. The local broadcasting station includes an edge server for storing content elements intended for the local market. At specified time, a new local content element is provided by the edge server to a signal combiner. The signal combiner inserts the new local content element into the television signal spectrum associated with the local broadcasting station. A transmission facility broadcasts simultaneously a signal related to
- 15 the new local content element and a convention television signal. A receiver receives the television signal spectrum containing the inserted signal and extracts the new local content element from the spectrum.
- 20 Kilpatrick Stockton Docket No. S0465/093749